



HOLLOWELL VETERAN'S MEMORIAL CORRIDOR LCI



Cobb County...Expect the Best!

STAKEHOLDER'S MEETING MINUTES NOVEMBER 17, 2009

Study Area overview/opportunities

- The corridor was identified as a location for premium transit corridor per Concept 3 of Transit Planning Board.
- ADA- Atlanta Industrial Park – has good jobs, transportation infrastructure and accessibility.
- Tax Allocation District in place on the City of Atlanta side and identified as a priority corridor in the City's Economic Development Plan.
- To provide alternative modes of travel; bike, pedestrian, transit and smooth vehicular flow – Transportation synergy with mobility and land use
- The Riverline Plan had been approved on the Cobb County side of study area. The plan makes land use and green space/recreation recommendations. The current LCI plan will build on the Riverline study recommendations and address transportation related recommendations and issues.
- Jobs- Wamar International will consolidate its Georgia operations and will be locating in the Atlanta Industrial Park. Wamar will create 100 new jobs in the next 3 years. Other worldwide operations are also likely to locate in the Atlanta Industrial Park in the future.
- The corridor has strong residential base, strong industrial base and strong recreational potential. This study will look into tying all these together and create a more pedestrian friendly, pleasing environment for the corridor with economic activity and quality jobs creation.
- This area in Cobb County is one of the few remaining areas in close proximity of Atlanta Downtown (6-7 miles) which offers potential for residential development.
- Bankhead Courts and Bowen Homes provide redevelopment opportunities.

- The trust for public land is working on acquiring green space along Chattahoochee (on the Atlanta side) to provide a pedestrian greenway/trail system.
- Partnership between Cobb County and City of Atlanta can make the corridor unique and model corridors to emulate. This partnership is an asset to the development of the corridor.

Goals and Visioning

Preserve

- Green Space and Historic Sites. There are several civil war sites in the corridor and its vicinity. The Mableton Improvement Coalition has conducted a conceptual master plan for the Riverline Historic Area as a complement to the Riverline study.
- Chattahoochee River: Conserve and enhance the river as an asset and not a dividing line. Preserve wetlands.
- This LCI study should build upon the past studies/efforts such as the Northwest Framework Plan and other studies done for the Hollowell corridor area.
- Maintain the integrity of the residential areas around the corridor.
- Green Infrastructure: Enhance the existing streams, green areas and the environmental character.
- Cemetery
- National Register of Historic Places, preserve integrity of historic communities such as collier hills.
- Employment/Jobs at Atlanta Industrial Park

Change

- Traffic flow- Rush Hour traffic along with continuous truck traffic on the corridor need to balance all users.
- 285 Interchange: One of the few interchanges with no new improvements in recent years. An improved 285 interchange is critical to attract quality retail in the area.

- River is not visible visually and not accessible physically
- Lacks a sense of arrival, no special places along the corridor.
- Address conflict between residential and industrial activity.
- Ensure context sensitive design for GDOT transportation improvements.

Create

- Sense of arrival, Gateways to the community. A river town concept could be a good idea. Being a main arterial and subject DOT standards need to work with the limitations to create the town on both sides of the road.
- Sense of place: The study area currently lacks “special places” –community spaces/town center
- More Quality jobs – family supportive jobs i.e. good paying jobs.
- Balance the existing residential and industrial activity
- Quality Retail for the workforce as well as community residents (especially on the City of Atlanta side) - Farmers market, restaurants, etc.
- Access to the river
- Create community gathering spaces. (Riverline study has some recommendations)
- Bring Atlanta Industrial Park to front the corridor that provides some exposure.
- Redevelopment of Bankhead Courts and Bowen Homes

Connect

- Currently no CCT route runs on the corridor. (A new CCT bus route is planned to be operational soon).
- To make a premium transit corridor
- Connect the different land uses/activities using variety of modes (cars, bikes, pedestrians)

- There are several existing (Silver Comet) and proposed trails in the study area. Connect these to provide a continuous trail network. The Silver Comet could eventually be connected to the proposed beltline.
- Broader connectivity north south arterials (Fulton Industrial and others) to be leveraged in alleviating the traffic along the corridor.
- Improve bike/pedestrian connectivity to green spaces, parks, to create better quality of life
- Consideration for improvements for River View Road - provides connectivity to I-285 and also access to river. This would involve accommodating both truck and other vehicular and ped/bike facilities. It is challenging but has potential
- Provide pedestrian/ bike infrastructure on Hollowell parkway and other connector streets.
- Future road improvements done by the transportation agencies should be context sensitive and allow for multimodal transportation measures.
- The area offers a lot of recreational potential with the green spaces and the historic sites. These assets should be leveraged to promote tourism in the area.
- Create recreational area along the river and connect it to the Chattahoochee recreational area in the north and other existing and potential recreational areas along the river.

OTHER

- What is the status of GDOT road widening plan at I-285 interchange?
- Provide a summary of previous plans
- Look at green infrastructure (streams) and enhancement of natural assets.
- Fulton County to be included as a stakeholder.

Dear Madam Chair, below is feedback to the Hollowell/Veteran's Memorial Corridor LCI Study. I have included the LCI's purpose and some of NPU-G's preliminary views toward the study. Please share on our behalf.

The purpose of the study is to develop strategies to encourage redevelopment of underutilized commercial, some light industrial uses and public housing developments into vibrant mixed use centers; to strengthen existing industrial uses; to provide a variety of opportunities for housing, services, amenities and jobs that are desirable to the existing and growing residential community and existing employers in the area; to improve mobility and accessibility to all modes of transportation within the corridor to people of all ages and income levels; to minimize potential land use conflict with industrial uses and truck traffic.

- **Vision/Goals/Issues** PEQ, Inc./
Sizemore Group
 - **What would you like to preserve?**
 - *Existing neighborhoods*
 - *Tree canopy*
 - *Existing land uses for industrial and commercial*
 - **What would you like to change?**
 - *More job creation*
 - *Streetscape improvements along the corridor*
 - *Enforcement against code violators*
 - *Eliminate auto repair shops from street views along the corridor*
 - *Strict loitering laws enforced against package store*
 - **What would you like to create?**
 - *Fulton County Farmers Market*
 - *Upper-income non-mixed-use for-sale housing*
 - *More land zoned for industrial and commercial uses*
 - **How do we connect?**
 - *Expand Donald Lee Hollowell Pkwy/Veterans Memorial Hwy from a four-lane route to a eight-lane route outside of the I-285*

In summary, as we move into the next decade, all future planning and urban design efforts need to incorporate into existing Master Plans. The transition from one Master Plan to another Master Plan should appear seamless.

Due to the downturn in the economy, we have come to realize, now more than ever, the importance of retaining economic vitality in our communities. In the past the push for housing has over shadowed the need for the creation of jobs. And only jobs will sustain economic growth which will spill over into the need for more housing.

Currently, the City has its over share of mixed-use structures which are now standing vacant. NPU-G's Master Plan outlines clear lines of separation between residential and commercial. As proposed, industrial and commercial uses should remain intact from Fulton Industrial Pkwy to the Cobb County line. Atlanta Industrial Park and/or Bankhead Court would be ideal locations for a Farmers Market, similar to that of the Dekalb Farmers Market on the eastside of I-285. Transportation plans should address truck traffic connectivity to I-285 from the Cobb County

line. Traffic inside of I-285 should be limited to passenger vehicles since the corridor is narrow along this path and the existing structures consist mainly of residential properties.

Development inside of I-285 should fit in with the existing single-family neighborhoods (absent mixed-use designation). Retail space (separate from housing) can line the corridor. Low-rise market-rate multi-family units can stack up behind the retail followed by for-sale single detached homes as you move away from the corridor into the interior neighborhoods. In the place of Bowen Homes, NPU-G would like to model the Serenbe Community (www.serenbe.com) which combines nature and green development into a beautifully live, work, artistic and sustainable planned community.

In order to support retail along the corridor, have desirable amenities and services, and improve the overall appearance on and surrounding the corridor, middle-income to upper-income housing should be developed to attract higher-income residents to move inside I-285. Communities can not grow if they continue to receive an inequitable amount of low-income and non-contributor residents.

In concluding, the true purpose of a well done study is to determine what development or action should be implemented for the overall good of the community and not just for a few groups.